

## Whoever Brings Home This Evening Paper

Will probably have to answer this question of the mother and the young folks:

"What Is Going on at The Popular Monday?"

There are three good ways to answer:

First—It is easy to tear out this page and pass it on to others to read.

Second—Anyway read aloud the editorial.

Third—Read off the principal headlines, which can be done ere dinner is served.

Be assured it is not hungry vanity of self-sufficiency that inspires the new story on this page almost every evening.

*The Popular*  
DRY GOODS CO., INC.

### Basement Specials

CHILDREN'S MUSLIN GOWNS—made of good quality muslin and nainsook. Some lace trimmed, others with ruffles. Monday, each..... **29c**  
LONG LAWN KIMONOS—with Butterfly sleeves; tastefully trimmed with contrasting material. Monday, each..... **50c**  
LONG LAWN KIMONOS—made of good quality lawn, in dark and light colorings. These garments are made in the popular Empire style. While they last, Monday, choice..... **\$1.00**

# Sale of Laces, Trimmings, Embroideries Begins Monday, April 28



Sale Begins Monday Promptly at Eight O'clock

See Our Mesa Ave. Window Displays

PROMPTLY at eight o'clock Monday morning we will launch the most extraordinary Sale of Laces, Trimmings and Embroideries the "Popular" has ever held. With all our past records of wonderful sales of this character and value giving, it remains for this to be the best and the most impressive. It seems almost reprehensible to sell beautiful, worthy, fresh and new merchandise as cheap as we have marked it for this sale; but most of these goods were purchased from an importer who was in financial trouble and had to sacrifice thousands of yards in order to realize cash, giving us the chance to give our patrons the biggest values we have yet made. In addition to these specially purchased lots, will be found hundreds and hundreds of yards of our own stock, representing lines that are too large, broken lots, etc., which our customers will at once recognize as having been priced to them last week at regular prices. Picture the best Embroidery, Lace and Trimming values you have ever known; come and see our lines and we feel sure you will agree that this sale is superior for assortment, quality and low price.

HAMBURG EMBROIDERY EDGES—In eyelet and blind effects, 2-1/2 to 4 inches wide, suitable for trimming underwear. Sale Price, yard..... **4c**

SWISS EMBROIDERY MATCH SETS—In the new Gigue effects, suitable for trimming infants' and children's dresses. Widths from 2-4 to 3 inches. Sale Price, yard..... **9c**

SWISS AND NAINSOOK EMBROIDERY MATCH SETS—For trimming dainty lingerie dresses, underwear, etc. These are in eyelet and blind effects. Sale Price, yard..... **12 1/2c**

SWISS EMBROIDERY GALLOONS—In the Gigue and blind effects combined. Beautiful for trimming Summer dresses, widths of 2 to 3 inches. Sale Price, yard..... **19c**

EMBROIDERY FLOUNCING AND CORSET COVERING—Swiss, nainsook and Hamburg, in blind and eyelet effects, exquisite patterns. Sale Price, yard..... **19c**

EMBROIDERY FLOUNCING—18 and 27 inches wide, in Swiss and Batiste; eyelet, blind and Gigue effects. Just the thing for children's dresses. Sale Price, yard..... **35c**

SWISS EMBROIDERY FLOUNCING—This is one of the feature lots of the sale, and includes some very fine imported flouncings. They are in eyelet, Gigue and other new 1913 designs. Ideal for women's, misses', juniors' and children's dresses; 18 and 27 inches wide, at, yard..... **45c**

ALLOVER EMBROIDERY—Swiss and nainsook, in eyelet and other dainty patterns for lingerie dresses and waists. Sale Price, yard..... **45c**

FLOUNCINGS—18 and 45-inch Swiss in Gigue and eyelet effects—all new designs. This is a "star" line and includes full skirt length embroidery and embroidery suitable for over dresses. Sale Price, yard..... **59c**

FLOUNCINGS—27 and 45-inch Swiss and Batiste, in shadow, eyelet and Gigue effects. A wonderful value at the Sale Price of, yard..... **79c**

ALLOVER EMBROIDERY—In Swiss and eyelet effects. All the very newest 1913 patterns. Sale Price, yard..... **85c**

45-INCH FLOUNCINGS—Of voile and Swiss, in Gigue, eyelet, shadow and Macramé effects. These embroideries are something we have never shown before—the Gigue and Shadow effects combined. Will make beautiful graduation dresses. Sale Price, yard..... **\$1.45**

45-INCH FLOUNCINGS—In eyelet and other dainty effects; an extra good quality Swiss. See this value in our Mesa avenue window at the Special Sale Price of, a yard..... **\$1.69**

27-INCH FLOUNCINGS—With bands to match, in Swiss, nainsook, voile, neige and French batiste, in baby Irish, shadow stitch, Gigue and Alencon effects. This line includes a most beautiful line of Baby Flouncings, in dainty effects. Regardless of their former value, they go in this..... **1/3 OFF**

27 AND 45-INCH FLOUNCINGS—With bands to match, in the newest fabrics, including Neige Crepe, French Crepe, a Jour, Voile and Batiste. The Bulgarian and Balkan effects for street dresses shown in this line are most gorgeous, while the dainty pastel shades of pink, blue, grey, rose, Arabian and ecru make beautiful afternoon and evening gowns for Spring and Summer. Values range from 1/3 OFF \$1.00 to \$6.50 a yard. Sale Price..... **1/3 OFF**

ALL EXCLUSIVE PATTERNS—Consisting of voile with Alencon—crepe with Bohemian—Aerolite with Venice—French Batiste, Satin Stitch and Fillet—Mousseline a Jour with Parquay lace effects and Batiste with Ratine and Macramé, you will find specially priced. This is a splendid opportunity to purchase graduation, confirmation and other gowns, so much needed at this time of the year.

NET ALLOVER LACES—In white and cream; 18 inches wide. Suitable for over blouses and tunics. Sale Price, yard..... **25c**  
LACE FLOUNCINGS—18-inch Shadow and Val. Flouncings, for drapes on the sheers of wash dresses and silk fabrics. Sale Price, yard..... **48c**  
COTTON CLUNY LACES—Edges and insertions to match, in white only; widths of 1-1/2 to 4 inches. Sale Price, 12-yard..... **45c**  
LACES—Linen and cotton torchon and Cluny lace edges and insertions, in odd and match sets, 1-1/2 to 3 inches wide. They come in white and cream. Sale Price, yard..... **8 1/3c**  
LACE EDGES AND INSERTIONS—Normandy and Shadow lace edges and insertions to match. Just the thing for trimming lingerie dresses and underwear. 1-1/2 to 9 inches wide. Sale Price, 8 1/3c yard..... **8 1/3c**

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## A Wealth of Beauty in These White Dresses



NOT alone the largest showing of white dresses that even this store has ever made, but by far the most beautiful. There are creations such as you would only expect to find in a display of imported models. Dresses of allover lace, marquisette, shadow laces, voiles and crepes. Some finished with the wide Balkan sash; others have the new draped skirt. To attempt individual description is not practical. A word picture fails utterly to tell of their beauty. Prices are in keeping with the "Popular's" standard of quality.

### Dresses For Graduation In The Children's Store

OUR showing of this season's newest Lingerie, Voile, Net, Crepe and Marquisette dresses for Graduation purposes is now complete, and "COMPLETE" has a broader meaning at the "Popular" than at most stores. This display is really without a rival in beauty and scope. You will be delighted with the charming individuality and exclusiveness that is readily apparent in all these dresses and there's such a wonderful variety of styles that selection is merely a matter of individual taste. You will find here every weave that is new in models that are stylish and correct. There are unusually attractive assortments at \$4.95, \$7.95, \$10.00, \$12.45, \$15.00 and up.

### Stylish Linen Coat Suits

NEW and unusual styles are in this collection, including the Russian and Balkan Blouse—and a later variation with a double-skirted effect. Coat fastened with sashes and girdles, odd trimming touches of Balkan embroidery and draped skirts; also plain tailored suits with cutaway coats and plain skirts. Colors include Nell rose, champagne, navy and Copenhagen blue. Four feature lines at \$4.95, \$9.50, \$15.00 and \$25.00.

### Linen & Eponge Dresses

PRACTICALLY every style that fashion has endorsed for Summer wear is represented; some are in tailored and others in dressy styles, in materials you have a choice of natural, white and all colors of Ratine, Eponge and Linen. These dresses show all the newest trimmings. A word picture fails utterly to tell of their beauty. Early selection is advisable as they will go in a hurry. We feature lines at \$4.95, \$7.95, \$9.50, \$15.00 and \$25.00.

### Coats of Linen & Pongee

THE models are exceptionally smart and are ideal for motoring as well as street wear. They are fashioned in the season's very latest styles, splendidly tailored and worked into shape by skillful handwork, not by the hot pressing iron, consequently they will always fit perfectly. Various lengths and trimmings, including leather collars and cuffs. Prices start at \$1.95 for the Linen Duster and go up by easy stages to \$16.50.

## Fashionable New Mid-Summer Millinery

THE newer creations that the advance of summer will demand. We have made special preparations that you might have the opportunity of viewing for the first time Monday the models that Fashion has approved for mid-summer wear.

Hats of rare attractiveness, showing new shapes, new trimmings and fashionable colors. Summer flowers in all colors, ribbons and some ostrich and numidie trimmings are used. Plenty of lingerie hats to show you.

The showing is most complete, and the hats cannot be duplicated in El Paso at the prices. We invite you to see these hats on your shopping tour Monday.

### Beautiful New Blouses

OUR blouse section is one of the largest in the southwest. We show many new models created by the artists of Paris and New York. Crepe de chine Blouses, dainty models, high and low neck, shirred or frill fronts, button trimmed.

China silk and Wash Habutai Blouses, made of finest quality—new style collars and cuffs. Some with frilled fronts.

Voile, lingerie, crepe de chine, crepe and shadow lace blouses—a variety that would be an uncommon event, even if these materials were in normal demand, but now that the mills can not deliver a sufficient quantity, it is an extraordinary presentation and you will realize that our showing is the most complete in El Paso.

We have any style you may ask for, and, we feature two exceptional lines at \$2.95 and \$4.95.

Among The Many New Arrivals Are One and Two Piece Styles in Silk and Canton Crepe Dresses—Newest Novelties—Come See Them

## Monday Begins a



### Sale With Opportunities Extraordinary

THE strikes among the garment workers in the East have played havoc with the manufacturers and jobbers of White Goods. They closed channels of trade that under normal conditions would have opened up months ago—and for which ample preparations have been made.

But it's an ill wind that blows no one good. Now the mills and the jobbers have to turn stocks into cash—at any price—they need the money. It was under these conditions that we closed various special purchases of White Goods.

How liberally you are price-favored is stated in the following prices. Come Monday and share in the extraordinary opportunities we are offering for your selection.

SHEER WHITE DRESS CREPE—49 inches wide. Not a crinkle crepe, but one of those dainty cashmere or crepe de chine effects. Exceedingly in good taste for graduation dresses or any nice white dress. Regular 65c quality. **48c**

(Limit 1 dress pattern.) ALLOVER EMBROIDERED FRENCH VOILES AND CREPES—In eyelet, spot, figure and some of those new broche effects. New designs just over from Parisian mills. For a few days we are going to sell \$1.25, \$1.50 and \$1.75 qualities, in 32, 36, 38 and 42 inches wide, at, **\$1.19**

WHITE CREPE Eponge, RATINE AND CREPE NOVELTIES—37 inches wide. Incomparable for white dresses and waists. Also a very fine quality of dress crepe the same width, at, yard..... **25c**

LINGERIE BATISTE—Dainty, sheer, 42-inch quality. We think it compares very favorably with our 25c number. However, it is a 20c quality that we are offering in this sale, at, yard..... **15c**

PLAIN WHITE VOILE—40 inches wide; sheer, dainty round voile, extremely popular for dresses. We have 1000 yards of this regular 25c value. While it lasts, yard..... **15c**

WHITE PIQUE OR WELTS—27 inches wide, in assorted size cords; very fine quality. These are mill lengths, but we cut any quantity that you may desire. 25c and 19c 25c values at, yard..... **19c**

ALL PURE WHITE LINEN—36 inches wide; suitable for dresses and waists. A good, round thread pure yarn fabric. A money saving item in this sale, at, yard..... **25c**

(Limit 10 yards.) SEA ISLAND NAINSOOK—36 inches wide; very sheer and especially adapted to the making of fine underwear. This is a regular \$3.50 a bolt quality. Sale Price, 36 bolts of 12 yards..... **\$2.75**

NO. 850 NAINSOOK—36 inches wide; made of good domestic yarn, rather sheer and a very good value at \$1.25 a bolt. Sale Price, 10-yard bolts..... **89c**

CROSS BARRED NAINSOOK—36 inches wide, soft finish, finely woven, suitable for underwear, children's dresses and aprons. Our regular 12 1/2c a yard grade. Sale Price, 12 1/2c a yard..... **95c**

NO. 500 LONGCLOTH—An especially good number for general underwear purposes. Has no dressing in it whatever. Regular \$1.25 a bolt value. Bolts of 12 yards..... **95c**

### We Will Feature Monday Correct Mourning

## Apparel In Spring and Summer's Very Newest Modes

**Suits** Blouse coats with the long waist that gives youthful lines to the figure. Empire coats that reflect good taste, smart cutaway coats in one, two and three-button styles and several tailored coats that are called the Regulation type. Many of the skirts are draped, but they all give slender lines to the silhouette. All sizes. The materials are Bedford cord, wool, eponge, two-toned cordelene, men's wear serges and worsteds—majority of the latter are in black-and-white checks or stripes.

### Dresses

Women who wear black will have no difficulty in securing what they want here. Black silk dresses, made of crepe de chine, crepe meteor, cashmere, cashmere and Canton crepe, Japanese Habutai and China silk; some with net waists and silk skirts, some with net yokes and cuffs, hem-stitched silk cuffs and collars, trimmed with frogs of silk and buttons. Many new effects in the arrangement of the waists, with plain and draped skirts. Many of these styles are copies from correct Paris modes. \$16.50 to \$42.50.

### Waists

A large and comprehensive assortment of waists for mourning, made in the newest styles of Soisette, crepe de chine, chiffon and China Silk. All sizes. Prices range from 95c to \$12.50.



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### Untrimmed Shapes at ONE THIRD OFF

SURPRISINGLY beautiful models of fine French shapes reproduced by authorized American agents. Monday will see a great day's selling of these high-grade shapes at one-third off. The shapes are of fine quality hemp, tugal, Milan and various other materials favored this season. And if there is a color or its allied shades that is missing from this splendid collection, we have not discovered it. Black, natural, white, navy, blues, greys, red, plum, brown, mustard—are only a few of the many colors you may select from.

Distinctive Styles in Hats For All Periods of Mourning